

PRODUCT INFORMATION

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PRODUCT INFORMATION

PARKER MERCHANDISE LISTING

PRODUCT	MODEL	CAP	BARREL	PEN	SOFT TIP	BALL PEN	PENCIL
Big Red		Orange-Red, Black, Green, Yellow, Red, Blue, White	Orange-Red, Black, Green, Yellow, Red, Blue, White			\$2.98	
Big Red White & Blue		White Stars Against Blue Background	Red and White Stripes		\$5.00	5.00	
Swinger		Black, Blue, Green, Orange, Red, White, Yellow	Black, Blue, Green, Orange Red, White Yellow			5.00	
Jotter	Special	Stainless Steel	Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White			2.98	
	Calendar	Stainless Steel	Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White			3.50	
Pencil	Cartridge	Stainless Steel	Black, Grey, Dark Blue, Olive Matador Red, Vista Blue, White				\$2.98*
Parker Park-It		Stainless Steel	Black			4.50	
Pen Parker CT Desk Set		Black	Black			3.98 (without chain) 4.98 (with chain)	
Pen Parker GT Desk Set		Black, Brown	Black, Brown			5.98 (without chain) 6.98 (with chain)	

* Cartridge Pencil

PRODUCT INFORMATION

PARKER MERCHANDISE LISTING

PRODUCT	MODEL	CAP	BARREL	FLOATING BALL PEN			
Place Vendome	Grain d'Orge Milleraies Ecorce	Heavy Gold Electroplate Heavy Gold Electroplate Heavy Gold Electroplate	Heavy Gold Electroplate Heavy Gold Electroplate Heavy Gold Electroplate	\$50.00 50.00 50.00			
	Grain d'Orge Milleraies Ecorce	Heavy Silverplate Heavy Silverplate Heavy Silverplate	Heavy Silverplate Heavy Silverplate Heavy Silverplate	40.00 40.00 40.00			
	Imperial Fighter GT	22K Gold Electroplated Brushed Stainless Steel, 22K Gold Electroplated Trim	22K Gold Electroplated Brushed Stainless Steel	25.00 12.50			
Ms. Parker	Plain Ring Decorative Ring	Satin-Finish Stainless Steel Satin-Finish Stainless Steel	Satin-Finish Stainless Steel Satin-Finish Stainless Steel	20.00 20.00			
Systemark	Fighter CT Special	Brushed Stainless Steel Stainless Steel	Brushed Stainless Steel Black, Dark Blue, Light Blue, Red	6.00 3.98			
PRODUCT	MODEL	CAP	BARREL	PEN	SOFT TIP	BALL PEN	PENCIL
75	75 Presidential	14K Gold	14K Gold	\$400.00	\$375.00	\$375.00	\$350.00*
	75 Sterling	Sterling Silver	Sterling Silver	50.00	30.00	22.50	22.50
	75 Imperial	22K Gold Electroplated Stainless Steel	22K Gold Electroplated Stainless Steel	40.00	22.50	20.00	20.00
	75 Fighter	22K Gold Electroplated Stainless Steel	22K Gold Electroplated Stainless Steel	27.50	12.50	10.00	10.00
180	Imperial Fighter	22K Gold Electroplated Stainless Steel	22K Gold Electroplated Stainless Steel	40.00 30.00		20.00 10.00	
Classic	Sterling Silver Imperial Fighter	Sterling Silver 22K Gold Electroplated Brushed Stainless Steel	Sterling Silver 22K Gold Electroplated Brushed Stainless Steel			20.00 15.00 7.50	20.00 15.00 7.50
	51	Classic	Black, Dark Blue, Rage Red	20.00		7.50	7.50*
45	Fighter Special	Stainless Steel Stainless Steel	Stainless Steel Black, Grey, Dark Blue, Olive Matador Red, Vista Blue	12.50	7.50	6.00	7.50
25	Fighter	Brushed Stainless Steel	Brushed Stainless Steel	8.75	5.00	5.00	7.00
				10.00		6.00	

* Cartridge Pencil

PRODUCT INFORMATION
RETAIL LINE

75 PRESIDENTIAL



6-227-1	Fountain Pen	\$ 400.00
6-227-2	Soft Tip Pen	375.00
6-228-3	Ball Pen	350.00
6-228-5	Cartridge Pencil	350.00
7-227-1 (5)	Fountain Pen & Cartridge Pencil Set	750.00
7-227-1 (3)	Fountain Pen & Ball Pen Set	750.00
7-228-3 (5)	Ball Pen & Cartridge Pencil Set	700.00
7-227-1 (8)	Fountain Pen, Ball Pen & Cartridge Pencil Set	1,100.00

CAP: 14K Gold
 CLIP: Gold Electroplated
 BARREL: 14K Gold
 NIB: 14K Gold
 NIB POINT
 SIZES: Extra Fine , Fine , Medium , Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

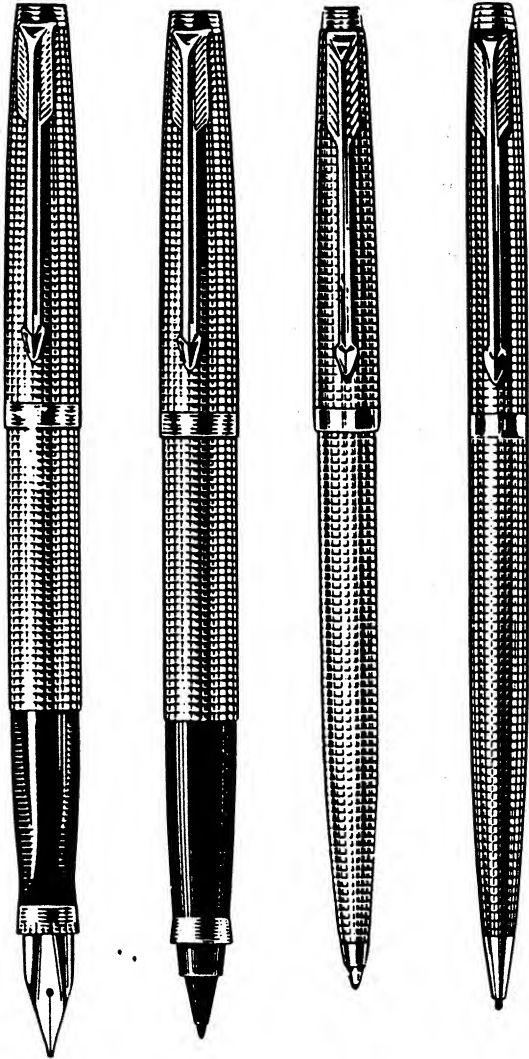
Black-medium refill in cartridge pencil.

Approx.

Weight:	3/4oz.	3/4 oz.	3/4 oz.	1/2 oz.
Size:	5-1/4"	5-1/4"	5-1/8"	5-1/4"

PRODUCT INFORMATION
RETAIL LINE

75 STERLING



6-131-1	Fountain Pen	\$ 50.00
6-131-2	Soft Tip Pen	30.00
6-141-3	Ball Pen	22.50
6-131-4	Pencil	22.50
7-131-1(4)	Fountain Pen & Pencil Set	72.50
7-131-1(3)	Fountain Pen & Ball Pen	72.50
7-141-3(4)	Ball Pen & Pencil Set	45.00
7-131-1(7)	Fountain Pen, Ball Pen & Pencil Set	95.00
7-131-2(3)	Ball Pen & Soft Tip Set	52.50

CAP: Sterling Silver
 CLIP: Gold Electroplated
 BARREL: Sterling Silver
 NIB: 14K Gold
 NIB POINT
 SIZES: Extra-Fine, Fine, Medium,
 Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

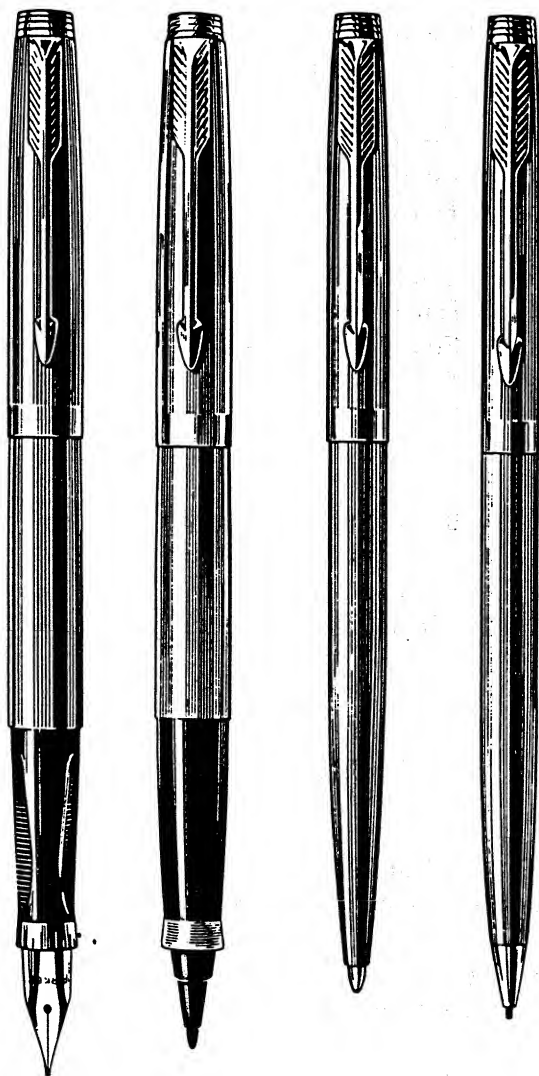
Medium-black lead in mechanical pencil.

approx.

weight:	1 oz.	1 oz.	3/4 oz.	3/4 oz.
length:	5 1/2"	5 1/4"	5 1/8"	5 1/8"

PRODUCT INFORMATION
RETAIL LINE

75 IMPERIAL



6-559-1	Fountain Pen	\$ 40.00
6-559-2	Soft Tip Pen	22.50
6-559-3	Ball Pen	20.00
6-559-4	Pencil	20.00
7-559-1(4)	Fountain Pen & Pencil Set	60.00
7-559-1(3)	Fountain Pen & Ball Pen	60.00
7-559-3(4)	Ball Pen & Pencil Set	40.00
7-559-1(7)	Fountain Pen, Ball Pen & Pencil Set	80.00
7-559-2(3)	Soft Tip & Ball Pen Set	42.50

CAP: 22K Gold Electroplated
CLIP: Gold Electroplated
BARREL: 22K Gold Electroplated

NIB: 14K Gold
NIB POINT
SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue medium refill in ball pen.

Medium-black refill in mechanical pencil

pprox.

weight:	1 oz.	1 oz.	3/4 oz.	3/4oz.
length:	5 1/2"	5 1/4"	5 1/8"	5 1/8"

PRODUCT INFORMATION
RETAIL LINE

75 FLIGHTER



6-543-1	Fountain Pen	\$ 27.50
6-543-2	Soft Tip Pen	12.50
6-543-3	Ball Pen	10.00
6-543-4	Pencil Set	10.00
7-543-1(4)	Fountain Pen & Pencil Set	37.50
7-543-1(3)	Fountain Pen & Ball Pen	37.50
7-543-3(4)	Ball Pen & Pencil Set	20.00
7-543-1(7)	Fountain Pen, Ball Pen & Pencil Set	47.50
7-543-2(3)	Soft Tip & Ball Pen Set	22.50

CAP: Brushed Stainless Steel
CLIP: Gold Electroplated
BARREL: Brushed Stainless Steel
NIB: 14K Gold

NIB POINT

SIZES: Extra-Fine, Fine, Medium,
Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

Medium-black lead in mechanical pencil.

BOX.

Weight:	1 oz.	1 oz.	3/4 oz.	3/4 oz.
Length:	5-1/2"	5-1/4"	5-1/8"	5-1/8"

**PRODUCT INFORMATION
RETAIL LINE**

75 FLIGHTER



6-543-1	Fountain Pen	\$ 27.50
6-543-2	Soft Tip Pen	12.50
6-543-3	Ball Pen	10.00
6-543-4	Pencil Set	10.00
7-543-1 (4)	Fountain Pen & Pencil Set	37.50
7-543-1 (3)	Fountain Pen & Ball Pen	37.50
7-543-3 (4)	Ball Pen & Pencil Set	20.00
7-543-1 (7)	Fountain Pen, Ball Pen & Pencil Set	47.50
7-543-2 (3)	Soft Tip & Ball Pen Set	22.50

CAP: Brushed Stainless Steel
 CLIP: Gold Electroplated
 BARREL: Brushed Stainless Steel
 NIB: 14K Gold

NIB POINT
 SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen, one washable blue ink cartridge provided.

Black Stylus and black Super Soft Tip refills provided with soft tip pen.

Blue-medium refill in ball pen.

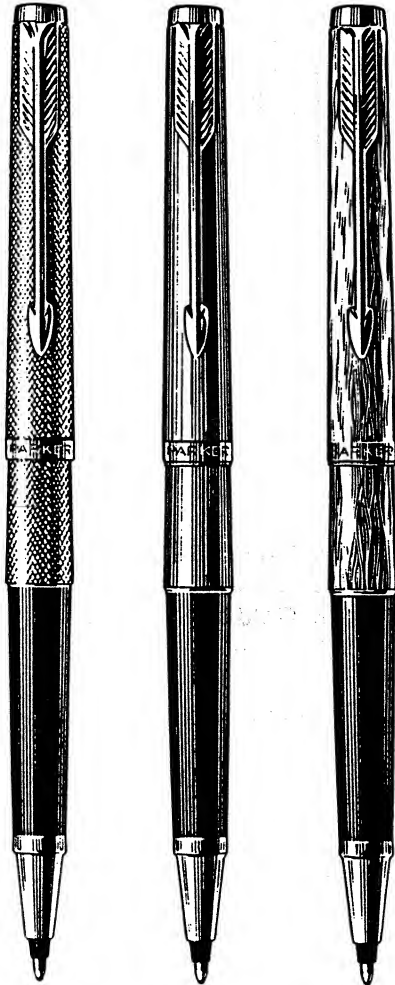
Medium-black lead in mechanical pencil.

1 oz.	1 oz.	3/4 oz.	3/4 oz.
5-1/2"	5-1/4"	5-1/8"	5-1/8"

PRODUCT INFORMATION
RETAIL LINE

PLACE VENDOME

Grain d'Orge Milleraies Ecorce



Approx. . .

Weight:	1 oz.	1 oz.	1 oz.
Size:	5"	5"	5"

Heavy Gold Electroplate Floating Ball Pen \$50.00

6-614-3(6) Grain d'Orge
6-613-3(6) Milleraies
6-608-3(6) Ecorce

CAP: Heavy Gold Electroplate
CLIP: Gold Electroplate
BARREL: Heavy Gold Electroplate

Heavy Silverplate Floating Ball Pen \$40.00

6-615-3(6) Grain d'Orge
6-611-3(6) Milleraies
6-610-3(6) Ecorce

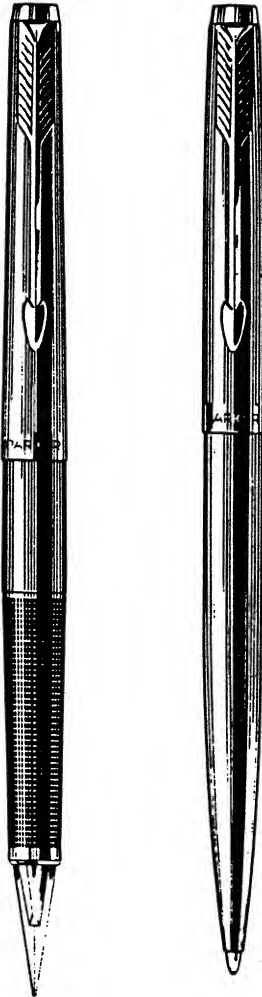
CAP: Heavy Silverplate
CLIP: Chrome
BARREL: Heavy Silverplate
POINT: Black-fine

Equipped with black fine point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium

Pen engraved and electroplated in France, balance U.S.-made.

PRODUCT INFORMATION
RETAIL LINE

180 IMPERIAL



Parker 180 Imperial in 22K gold electroplate

6-562-1	Fountain Pen	\$40.00
6-562-3	Ball Pen	20.00
7-562-1(3)	Fountain Pen & Ball Pen Set	60.00

CAP: 22K Gold Electroplate
CLIP: Gold Electroplate
BARREL: 22K Gold Electroplate
NIB: 14K Gold
NIB POINT
SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable blue ink cartridge provided.

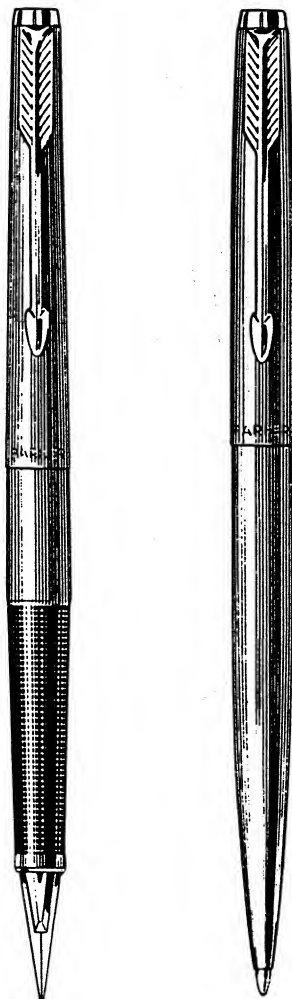
Blue-medium refill in ball pen.

Approx.

Weight:	1 oz.	3/4 oz.
Size:	5-1/8"	5-1/8"

PRODUCT INFORMATION
RETAIL LINE

180 FLIGHTER



Parker 180 Flighter in brushed stainless steel

6-561-1	Fountain Pen	\$30.00
6-561-3	Ball Pen	10.00
7-561-1(3)	Fountain Pen & Ball Pen Set	40.00

CAP: Brushed Stainless Steel
CLIP: Gold Electroplate
BARREL: Brushed Stainless Steel
NIB: 14K Gold
NIB POINT
SIZE: Medium/Extra Fine

Converter installed in fountain pen, one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

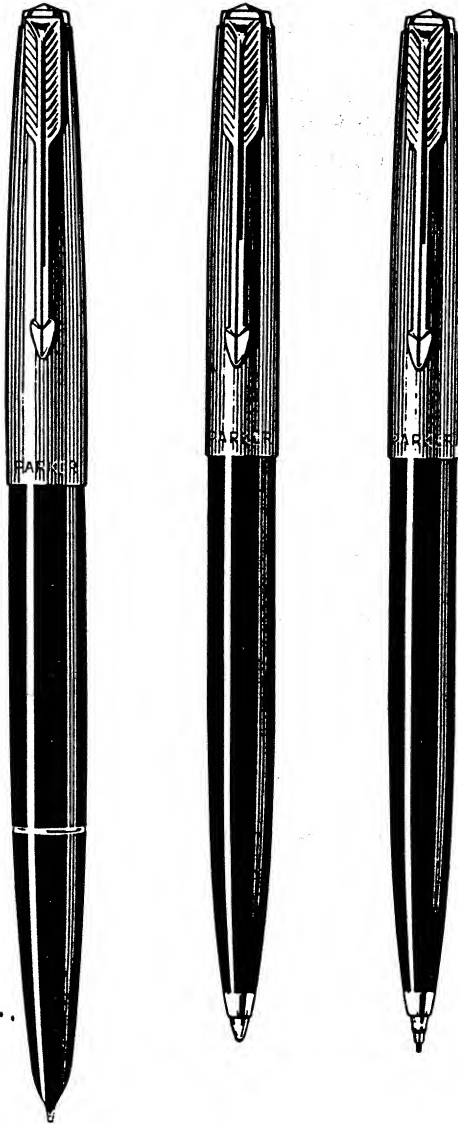
Approx.

Weight:	1 oz.	3/4 oz.
Size:	5-1/8"	5-1/8"

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PRODUCT INFORMATION
RETAIL LINE

51 CLASSIC



6-445-1	Fountain Pen	\$20.00
6-800-3	Ball Pen	7.50
6-800-5	Cartridge Pencil	7.50
7-445-1(5)	Fountain Pen & Cartridge Pencil Set	27.50
7-445-1(3)	Fountain Pen & Ball Pen Set	27.50
7-800-3(5)	Ball Pen & Cartridge Pencil Set	15.00
7-445-1(8)	Fountain Pen, Ball Pen & Cartridge Pencil Set	35.00

CAP: Brushed Stainless Steel
CLIP: Chrome
BARREL: Plastic

RING: Gold Electroplate
NIB: 14K Gold
NIB POINT
SIZES: Extra-Fine, Fine, Medium
BARREL
COLORS: Black, Rage Red, Dark Blue

Blue-medium refill in ball pen.

Black-medium refill in cartridge pencil.

Approx.

Weight:	3/4 oz.	1/2 oz.	1/2 oz.
Size:	5-1/2"	5-1/8"	5-1/4"

PRODUCT INFORMATION
RETAIL LINE

IMPERIAL FLOATING BALL PEN



6-562-3(6) Imperial Floating Ball Pen \$25.00

CAP: 22K Gold Electroplate

CLIP: 22K Gold Electroplate

BARREL: 22K Gold Electroplate

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.
Size: 5-1/8"

1 MARCH 1978

PRODUCT INFORMATION
RETAIL LINE

FLIGHTER GT FLOATING BALL PEN



6-632-3(6) Flighter GT Floating Ball Pen \$12.50

CAP: Brushed Stainless Steel, 22K Gold
Electroplate Trim

CLIP: 22K Gold Electroplate

BARREL: Brushed Stainless Steel

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating Ball
writing mode at factory, but can be changed at the
counter to Stylus or Super Soft Tip modes with blue,
black, red or green-medium point.

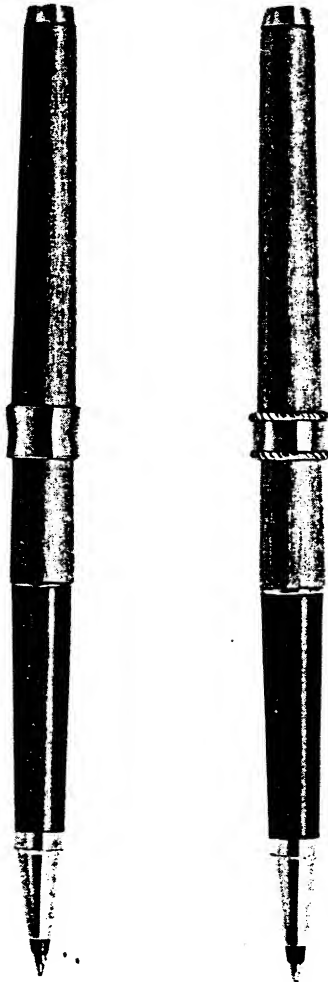
Approx.

Weight: 1/2 oz.

Size: 5-1/8"

PRODUCT INFORMATION
RETAIL LINE

MS. PARKER BY PUCCI



6-649-3(6) Ms. Parker Floating Ball Pen
with plain ring design \$20.00

6-650-3(6) Ms. Parker Floating Ball Pen,
with decorative ring design \$20.00

CAP: Satin-finish Stainless Steel
CLIP: None
BARREL: Satin-Finish Stainless Steel
RING: 22K Gold Electroplate
POINT: Black-fine

Equipped with black-fine point Floating Ball writing mode
at factory, but can be changed at the counter to Stylus
or Super Soft Tip modes with blue, black, red or
green-medium point.

Plain
Ring

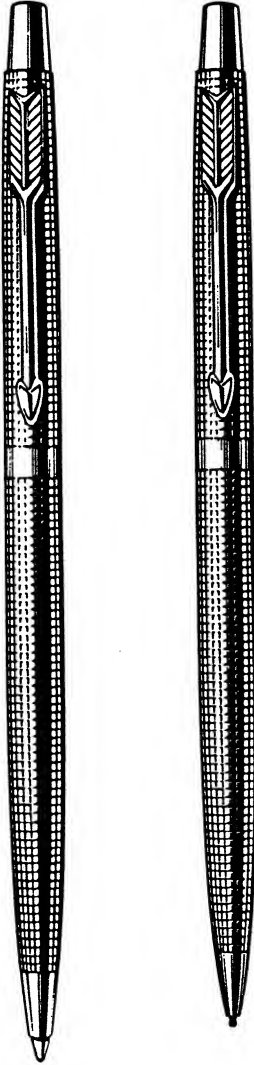
Decorative
Ring

Approx.

Weight: 1/2 oz.
Size: 5-1/8"

PRODUCT INFORMATION
RETAIL LINE

CLASSIC STERLING



6-527-3	Ball Pen	\$20.00
6-527-4	Pencil	20.00
7-527-3(4)	Ball Pen & Pencil Set	40.00

CAP: Sterling Silver
CLIP: Gold Electroplated
BARREL: Sterling Silver

Blue-medium refill in ball pen.

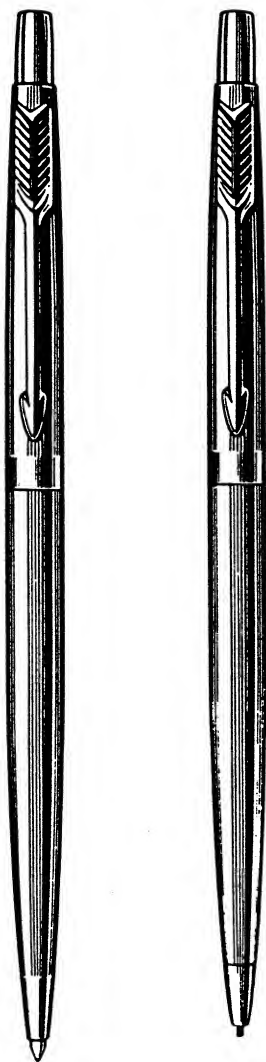
Black-medium refill in pencil.

Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

PRODUCT INFORMATION
RETAIL LINE

CLASSIC IMPERIAL



6-544-3	Ball Pen	\$15.00
6-544-4	Pencil	15.00
7-544-3(4)	Ball Pen & Pencil Set	30.00

CAP: 22K Gold Electroplated
CLIP: Gold Electroplated
BARREL: 22K Gold Electroplated

Blue-medium refill in ball pen.

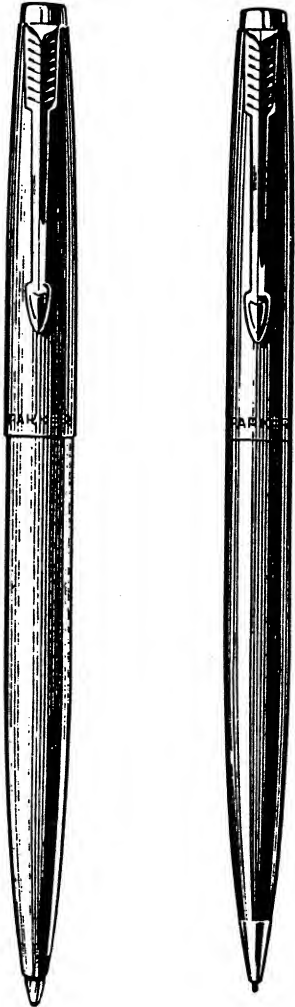
Black-medium refill in pencil.

Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

PRODUCT INFORMATION
WHOLESALE LINE

CLASSIC FLIGHTER



6-526-3	Ball Pen	\$ 7.50
6-526-4	Pencil	7.50
7-526-3(4)	Ball Pen & Pencil Set	15.00

CAP: Brushed Stainless Steel
CLIP: Chrome
BARREL: Brushed Stainless Steel

Blue-medium refill in ball pen.

Black-medium refill in pencil.

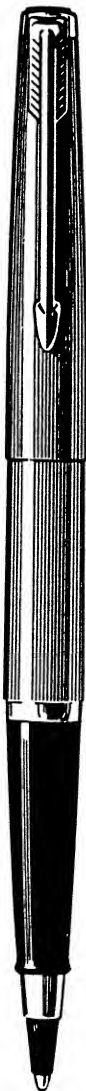
Approx.

Weight:	3/4 oz.	3/4 oz.
Size:	5-1/4"	5-3/8"

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PRODUCT INFORMATION
WHOLESALE LINE

SYSTEMARK FLIGHTER CT FLOATING BALL PEN



6-633-3(6) Systemark Flighter CT Floating
Ball Pen \$6.00

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

POINT: Black-fine, blue-fine

Equipped with black or blue fine-point Floating Ball writing mode at factory, but can be changed at the counter to Stylus or Super Soft Tip modes with blue, black, red or green-medium point.

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

PRODUCT INFORMATION
WHOLESALE LINE

SYSTEMARK SPECIAL FLOATING BALL PEN



6-567-3(6) Systemark Special Floating
Ball Pen \$3.98

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Plastic

COLORS: Black, Dark Blue, Light Blue,
Red

POINT: Black-fine, blue-fine

Equipped with black or blue, fine point Floating
Ball writing mode at factory, but can be changed
at the counter to Stylus or Super Soft Tip modes
with blue, black, red or green-medium point.

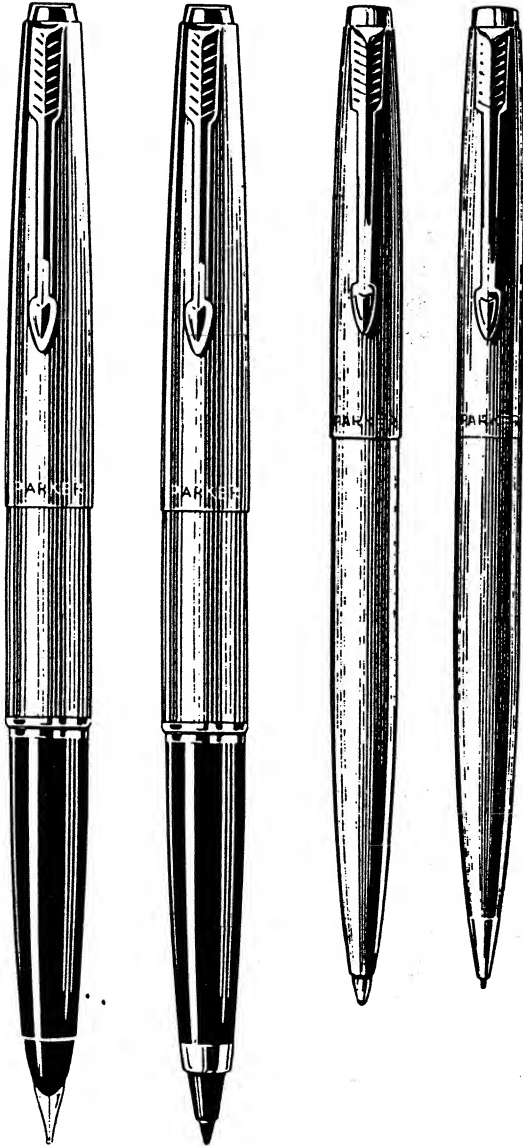
Approx.

Weight: 1/2 oz.
Size: 5-1/2"

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PRODUCT INFORMATION
WHOLESALE LINE

45 FLIGHTER



6-570-1	Fountain Pen	\$ 12.50
6-105-2	Soft Tip Pen	7.50
6-864-3	Ball Pen	6.00
6-110-4	Pencil	7.50
7-570-1(4)	Fountain Pen & Pencil Set	20.00
7-864-3(4)	Ball Pen & Pencil Set	13.50
7-105-2(3)	Ball Pen & Soft Tip Pen Set	13.50
7-570-1(3)	Fountain Pen & Ball Pen Set	18.50
7-570-1(7)	Fountain Pen & Ball Pen Pencil Set	26.00

CAP: Brushed Stainless Steel
 CLIP: Gold Electroplated
 BARREL: Brushed Stainless Steel
 NIB: Octanium (Steel)
 NIB POINT
 SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen.
 One washable blue ink cartridge provided.
 Soft tip pen packed with one black refill.

Blue-medium refill in ball pen.

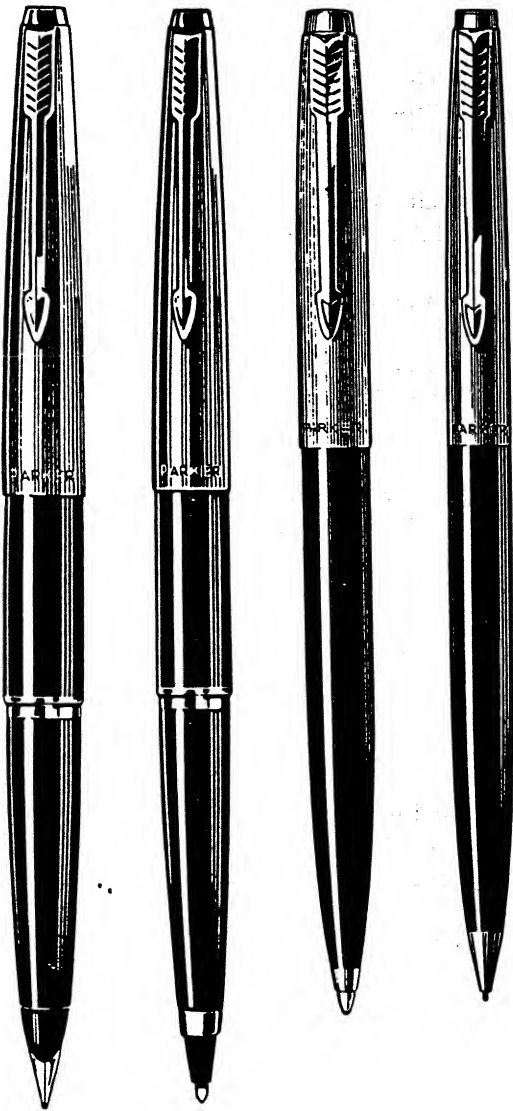
Black-medium leads in pencil.

Approx.

Weight:	1/2 oz.	1/2 oz.	1/2 oz.	3/4 oz.
Length:	5-1/4"	5-1/4"	5"	5"

PRODUCT INFORMATION
WHOLESALE LINE

45 SPECIAL



Approx.

Weight:	1/2 oz.	1/2 oz.	1/2 oz.	1/2 oz.
Length:	5-1/4"	5-1/4"	5-1/4"	5"

6-125-1	Fountain Pen	\$ 8.75
6-233-2	Soft Tip Pen	5.00
6-836-3	Ball Pen	5.00
6-125-4	Pencil	7.00
7-125-1(4)	Fountain Pen & Pencil Set	15.75
7-125-1(3)	Fountain Pen & Ball Pen Set	13.75
7-836-3(4)	Ball Pen & Pencil Set	12.00
7-836-3(7)	Ball Pen, Soft Tip Pen & Pencil Set	17.00
7-125-1(7)	Fountain Pen, Ball Pen & Pencil Set	20.75

CAP: Stainless Steel
 CLIP: Chrome
 BARREL: Plastic
 BARREL COLORS: Black, Dark Blue, Matador Red, Grey*, Vista Blue*, Olive*, Octanium (Steel)
 NIB: Octanium (Steel)
 NIB POINT
 SIZES: Extra-Fine, Fine, Medium, Broad

Converter installed in fountain pen.
 One washable blue ink cartridge provided.

Two soft tip refills shipped with 45 soft tip pen as standard equipment. When gift-boxed, packed with two black refills.

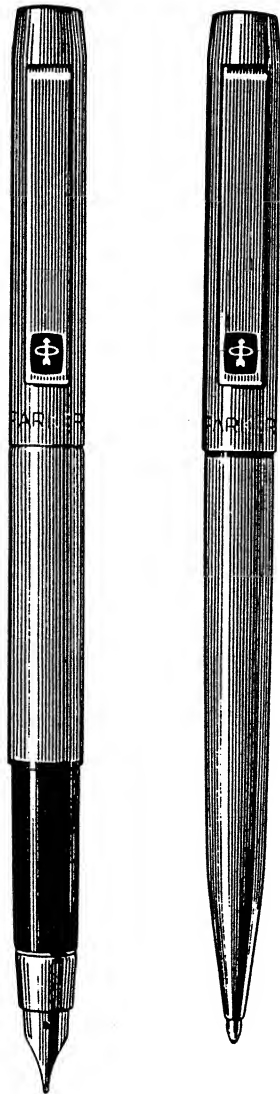
Blue-medium refill in ball pen.

Black-medium leads in pencil.

* colors not available in soft tip pen

PRODUCT INFORMATION
WHOLESALE LINE

PARKER 25 FLIGHTER



6-023-1	Fountain Pen	\$ 10.00
6-023-3	Ball Pen	6.00
7-023-1(3)	Fountain Pen & Ball Pen Set	16.00

CAP: Brushed Stainless Steel

CLIP: Stainless Steel

BARREL: Brushed Stainless Steel

NIB: Stainless Steel

NIB POINT

SIZES: Extra-Fine, Fine, Medium,
Broad

Converter installed in fountain pen,
one washable blue ink cartridge provided.

Blue-medium refill in ball pen.

Pen and ball pen made in England,
ink cartridge and refill made in U.S.A.

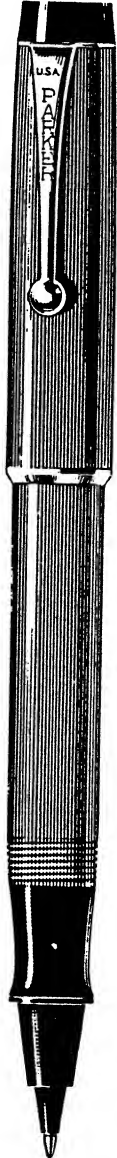
Approx.

Weight:	1 oz.	3/4 oz.
Size:	5-1/2"	5-1/4"

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PRODUCT INFORMATION
WHOLESALE LINE

BIG RED



6-402-3(2) BIG RED Ball Pen \$2.98

CAP: Orange-Red, Black, Green, Yellow,
Red, Blue, White
CLIP: Chrome
BARREL: Orange-Red, Black, Green, Yellow,
Red, Blue, White
POINT: Blue-medium

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

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PRODUCT INFORMATION
WHOLESALE LINE

BIG RED, WHITE & BLUE



- 6-200-2 Big Red, White & Blue
Soft Tip Pen \$5.00
- 6-200-3 Big Red, White & Blue
Ball Pen \$5.00
- CAP: White stars against blue
background
- CLIP: Chrome
- BARREL: Red and white stripes
- POINT: Blue-medium (ball pen)
Black (soft tip pen)

Approx.

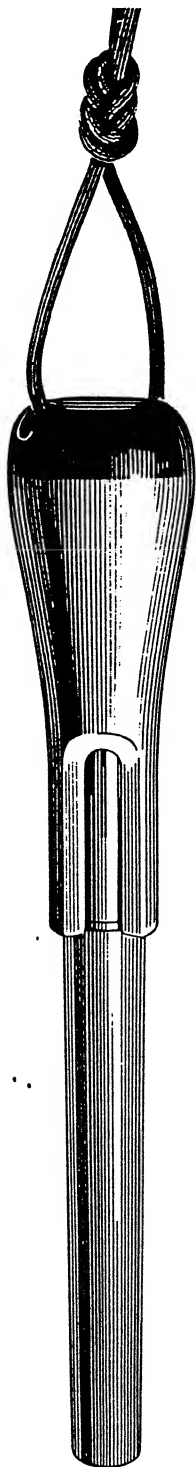
Weight: 1/2 oz.
Size: 5-1/2"

1/2 oz.
5-1/2"

1 MARCH 1978

PRODUCT INFORMATION
WHOLESALE LINE

SWINGER



6-016-3(1) Swinger Ball Pen \$5.00

CAP: Plastic
BARREL: Plastic
COLORS: Black, Blue, Green, Orange, Red,
White, Yellow

POINT: Blue-medium

Equipped with leather thong.

Pen made in Spain, refill made in U.S.A.

Approx.

Weight: 1/2 oz.
Size: 5-1/2"

1 MARCH 1978

PRODUCT INFORMATION
WHOLESALE LINE

SPECIAL JOTTER



6-780-3	Jotter Ball Pen	\$ 2.98
6-260-5	Cartridge Pencil	2.98
7-780-3(5)	Jotter Ball Pen & Cartridge Pencil Set	5.98

CAP: Brushed Stainless Steel
 CLIP: Stainless Steel
 BARREL: Plastic
 COLORS: Black, Grey, Olive, Matador Red,
 Vista Blue, Dark Blue, White

POINT: Blue-medium (ball pen)
 Black-medium (pencil)

Approx.

Weight:	1/2 oz.	1/2 oz.
Size:	5"	5-3/8"

1 MARCH 1978

PRODUCT INFORMATION
WHOLESALE LINE

CALENDAR JOTTER



6-413-3 Calendar Jotter
Ball Pen \$3.50

CAP: Brushed Stainless Steel
CLIP: Stainless Steel
BARREL: Plastic
COLORS: Black, Dark Blue, Vista Blue, Olive,
Matador Red, White, Grey
POINT: Blue-medium

Approx.

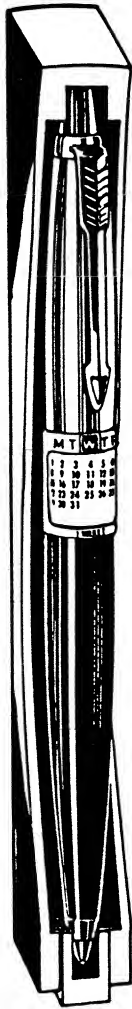
Weight: 1/2 oz.
Size: 5"

1 MARCH 1978

PRODUCT INFORMATION
WHOLESALE LINE

PARKER PARK-IT

Calendar Jotter with Holder



6-413-3(2) Parker Park-It
Calendar Jotter with holder \$4.50

CAP: Brushed Stainless Steel
CLIP: Stainless Steel
BARREL: Plastic
COLORS: Black, Dark Blue, Vista, Blue,
Olive, Matador Red, White, Grey
POINT: Blue-medium
HOLDER: Black

Pen made in U.S.A., holder made in England.

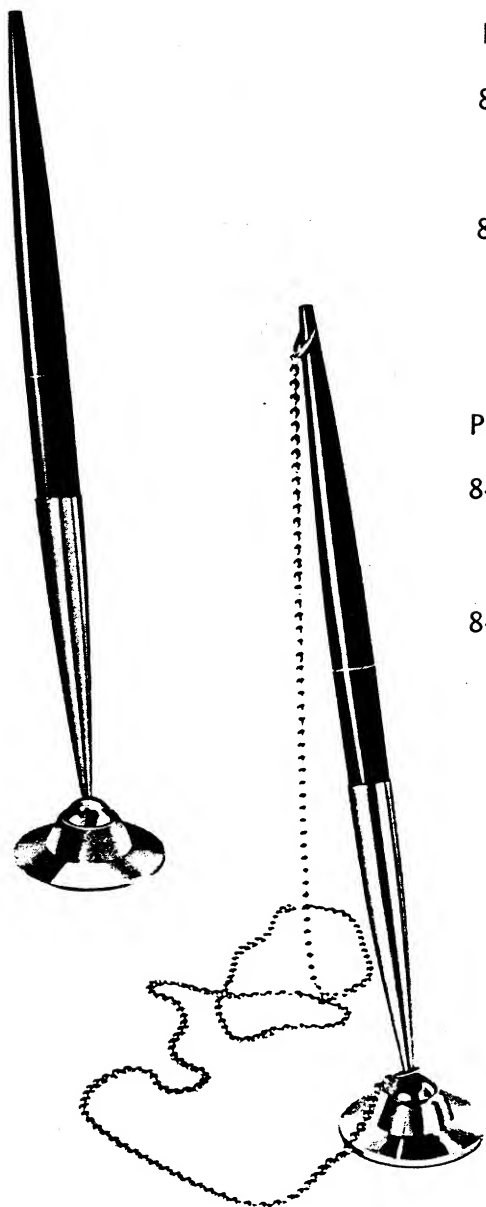
Approx. (includes holder)

Weight: 3/4 oz.
Size: 6"

PRODUCT INFORMATION
WHOLESALE LINE

PEN PARKER (Chrome Trim)

PEN PARKER (Gold Trim)



PEN PARKER CT (Chrome Trim)

- | | | |
|---------|---|--------|
| 8-210-9 | Pen Parker CT without chain,
blue, black, red, green,
yellow, white | \$3.98 |
| 8-211-9 | Pen Parker CT with chain,
black only | \$4.98 |

PEN PARKER GT (Gold Trim)

- | | | |
|---------|---|--------|
| 8-212-9 | Pen Parker GT (22K Gold Electroplate
trim) without chain, black or brown
ball pen | \$5.98 |
| 8-213-9 | Pen Parker GT (22K Gold Electroplate
trim) with chain, black ball pen | \$6.98 |

Blue-medium refill in ball pen.

Base equipped with adhesive pad.

Approx.

Weight: 2 oz.
Size: 6-1/2 oz.

1 MARCH 1978

PARKER ADVERTISING

Telling the Parker Story 191 Million Times

BRAND IMAGE ADVERTISING

Parker advertising has as its overriding objective the reinforcement of the Parker brand name as representative of the very best - the highest quality available - in writing instruments. It will also stress Parker ... the Idea, the Company, the Brand.

CONTINUITY OF ADVERTISING

Throughout the year, Parker advertising appears in America's most respected, best written, first-quality publications.

THE RIGHT PUBLICATIONS

Every one of these top-notch publications delivers a gilt-edged audience exactly right for Parker advertising and for Parker products.

BEST PROSPECTS

The readers of these publications have money to spend and a taste for high quality gifts and personal accessories.

Parker - Largest gift pen advertiser in the industry

THE PARKER PEN COMPANY

Advertising Schedule
Spring 1978

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>	<u>Ad</u>
May	April	NATIONAL GEOGRAPHIC	Floating Ball	Mark of Distinction
May	1 May	SCIENTIFIC AMERICAN	Floating Ball	Mark of Distinction
May	22 April	TRAVEL & LEISURE	Floating Ball	Mark of Distinction
1 May	26 April	THE NEW YORKER	Floating Ball	Mark of Distinction
1 May	24 April	TIME	Floating Ball	Mark of Distinction
8 May	3 May	SPORTS ILLUSTRATED	Floating Ball	Mark of Distinction
9 May	9 May	THE WALL STREET JOURNAL	Classic	Nothing Communicates...
15 May	8 May	NEWSWEEK	Classic	Nothing Communicates...
15 May	4 May	BUSINESS WEEK	Floating Ball	Mark of Distinction
17 May	17 May	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction
22 May	17 May	THE NEW YORKER	Classic	Nothing Communicates...
22 May	22 May	NEW YORK TIMES MAGAZINE	Floating Ball	Mark of Distinction
22 May	15 May	PEOPLE	Classic	Nothing Communicates...
25 May	25 May	THE WALL STREET JOURNAL	Classic	Nothing Communicates...
29 May	22 May	TIME	Classic	Nothing Communicates...
29 May	22 May	U.S. NEWS & WORLD REPORT	Floating Ball	Mark of Distinction

The Parker Pen Company
 Advertising Schedule - Spring 1978

<u>Issue Date</u>	<u>On Sale Date</u>	<u>Publication</u>	<u>Product</u>	<u>Ad</u>
30 May	30 May	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction
June	29 May	MADEMOISELLE	Floating Ball	Mark of Distinction
June	25 May	MONEY	Floating Ball	Mark of Distinction
June	1 June	VOGUE	Floating Ball	Mark of Distinction
5 June	31 May	SPORTS ILLUSTRATED	Classic	Nothing Communicates....
7 June	7 June	THE WALL STREET JOURNAL	Classic	Nothing Communicates....
12 June	5 June	NEWSWEEK	Floating Ball	Mark of Distinction
12 June	7 June	THE NEW YORKER	Floating Ball	Mark of Distinction
12 June	12 June	NEW YORK TIMES MAGAZINE	Classic	Nothing Communicates....
12 June	5 June	PEOPLE	Floating Ball	Mark of Distinction
12 June	5 June	TIME	Floating Ball	Mark of Distinction
15 June	15 June	THE WALL STREET JOURNAL	Floating Ball	Mark of Distinction